

REP HEADLINE# 6392286  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP

FAX# 703-516-9680  
 OCT23/12 13.31  
 \*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID  
 138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)  
 BEVERLY, MA 01915  
 ORDER # \_\_\_\_\_ CONTRACT # 6392286 CLASS: NATL. LOCAL REGIONAL  
 PRDCT ROMNEY FOR PRESIDENT EST#61 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT24/12 OCT30/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT23/12 13.31

REP: NEW ORDER  
 TTL \$157,350 @118X  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ROMNEY FOR PRESIDENT

*9/19/12*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$1,450.00	10/29	10/30	4		M-TU	4
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 61												
PROGRAM : 6A TODAY												
CON COM1: 6A TODAY												
2			600A-700A	30		\$1,450.00	10/24	10/26	6		W-F	6
PROGRAM : 6A TODAY												
CON COM1: 6A TODAY												
3			700A-900A	30		\$900.00	10/29	10/30	4		M-TU	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

NOV 01 2012

*10/25/12 (CS)*

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	10/24	10/26	6		W-F	6
5			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$1,040.00	10/29	10/30	4		M-TU	4
6			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$1,040.00	10/24	10/26	6		W-F	6
7			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$380.00	10/29	10/30	2		M-TU	2
8			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$380.00	10/24	10/26	3		W-F	3
9			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$400.00	10/29	10/30	2		M-TU	2
10			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$400.00	10/24	10/26	3		W-F	3
11			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/29	10/30	2		M-TU	2
12			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/24	10/26	3		W-F	3

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
13			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/29	10/30	2		M-TU	2
14			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/24	10/26	3		W-F	3
15			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/29	10/30	2		M-TU	2
16			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/24	10/26	3		W-F	3
17			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/29	10/30	2		M-TU	2
18			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/24	10/26	3		W-F	3
19			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,250.00	10/29	10/30	4		M-TU	4
20			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,250.00	10/24	10/26	6		W-F	6
21			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$2,000.00	10/29	10/30	4		M-TU	4

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
22			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$2,000.00	10/24	10/26	6		W-F	6
23			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$2,000.00	10/29	10/30	2		M-TU	2
24			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$2,000.00	10/24	10/26	3		W-F	3
25			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,250.00	10/29	10/30	4		M-TU	4
26			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,250.00	10/24	10/26	6		W-F	6
27			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$650.00	10/29	10/30	2		M-TU	2
28			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$650.00	10/24	10/26	3		W-F	3
29			900P-1000P PROGRAM : OFFICE/PARKS CON COM1: OFFICE/PARKS	30		\$4,800.00	10/25	10/25	1		THU	1
30			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$7,500.00	10/26	10/26	2		FRI	2

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
31			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	10/27	10/27	2		SAT	2
32			900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS	30		\$300.00	10/27	10/27	2		SAT	2
33			600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS	30		\$700.00	10/27	10/27	1		SAT	1
34			700P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$650.00	10/27	10/27	1		SAT	1
35			1100P-1130P PROGRAM : SAT 11P NEWS CON COM1: SAT 11P NEWS	30		\$1,250.00	10/27	10/27	1		SAT	1
36			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$1,100.00	10/28	10/28	2		SUN	2
37			900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS	30		\$300.00	10/28	10/28	2		SUN	2
38			1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS	30		\$5,000.00	10/28	10/28	1		SUN	1
39			600P-630P PROGRAM : SUN 6P NEWS CON COM1: SUN 6P NEWS	30		\$750.00	10/28	10/28	1		SUN	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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40			630P-700P	30		\$5,000.00	10/28	10/28	1		SUN	1
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												

41			1130P-1200M	30		\$1,250.00	10/28	10/28	1		SUN	1
PROGRAM : SUN 1130P NEWS												
CON COM1: SUN 1130P NEWS												

OCT/12 109930.00 NOV/12 47420.00  
CONTRACT TOTAL 157350.00  
TOTAL SPOTS 118

MARKET TOTALS \$749,285 WFLA 21% WFTS 26% WTSP 21% WTVT 22% WTOG 1% WTTA 1% WMOR 1%  
WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI  
DEMOS- RA35+\*

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 815 Issue 1



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	157350	Campaign Ref:	E:063922860
Buyer:	..	Client/Product/Estimate:	. / .61	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06392286
Est./PO Number:	06392286	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	M-F 6a News MT.....	01	1450	30 Comme	Nbr of Spots	4	4	5600
2	M-F 6a News ..WTF..	01	1450	30 Comme	Nbr of Spots	6	6	8700
3	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots	4	4	3600
4	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots	6	6	5400
5	M-F 9a Today Show II MT.....	01	1040	30 Comme	Nbr of Spots	4	4	4160
6	M-F 9a Today Show II ..WTF..	01	1040	30 Comme	Nbr of Spots	6	6	6240
7	M-F 12p Today Show III MT.....	01	380	30 Comme	Nbr of Spots	2	2	760
8	M-F 12p Today Show III ..WTF..	01	380	30 Comme	Nbr of Spots	3	3	1140
9	M-F 1p Days Of Our Lives	03	400	30 Comme	Nbr of Spots	2	2	800
Weekly Totals: Total Spots(Ord Spots)					78	40	118	

American Rambler Productions  
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Mitt Romney/ R/ President/ US  
Submission Number 815 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Mitt Romney/ R/ President/ US	<b>Submission Cost:</b> 157350	<b>Campaign Ref:</b> E:063922860
<b>Buyer:</b> US	<b>Client/Product/Estimate:</b> . / /61	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06392286
<b>Est./PO Number:</b> 06392286	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
10	M-F 1p Days Of Our Lives ..WTF..	03	400	30 Comme	Nbr of Spots	3	3	1200
11	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots	3	3	750
13	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2	2	900
14	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots	3	3	1350
15	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
16	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
17	M-F 530p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
18	M-F 530p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
19	M-F 6p News MT.....	01	2250	30 Comme	Nbr of Spots	4	4	9000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					78	40	118	



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138 Conant Street  
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Mitt Romney/ R/ President/ US  
Submission Number 815 Issue 1



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<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> ./ /61	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06392286
<b>Est./PO Number:</b> 06392286	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
20	M-F 6p News ..WTF..	01	2250	30 Comme	Nbr of Spots 6		6	13500
21	M-F 7p News MT.....	01	2000	30 Comme	Nbr of Spots 4	4	4	8000
22	M-F 7p News ..WTF..	01	2000	30 Comme	Nbr of Spots 6		6	12000
23	M-F 730p Entertainment Tonight MT.....	01	2000	30 Comme	Nbr of Spots 2		2	4000
24	M-F 730p Entertainment Tonight ..WTF..	01	2000	30 Comme	Nbr of Spots 3		3	6000
25	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots 4		4	5000
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots 6		6	7500
27	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	650	30 Comme	Nbr of Spots 2		2	1300
28	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme	Nbr of Spots 3		3	1950
29	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation	02	4800	30	Nbr of Spots 1		1	4800
<b>Weekly Totals: Total Spots(Ord Spots)</b>					78	40	118	

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Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06392286
Est./PO Number:	06392286	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
30	Fri 10p ET / 9p CT Dateline NBC Friday ....F..	01	7500	30 Comme	Nbr of Spots	2	2	15000
31	Sat 7a Today Show .....S.	03	500	30 Comme	Nbr of Spots	2	2	1000
32	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots	2	2	600
33	Sat 6p News .....S.	03	700	30 Comme	Nbr of Spots	1	1	700
34	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme	Nbr of Spots	1	1	650
35	M-Su 11p News .....S.	03	1250	30 Comme	Nbr of Spots	1	1	1250
36	Sun 8a Today Show .....S	01	1100	30 Comme	Nbr of Spots	2	2	2200
37	Sun 9a News .....S	03	300	30 Comme	Nbr of Spots	2	2	600
38	Sun 10a Meet The Press .....S	01	5000	30 Comme	Nbr of Spots	1	1	5000
39	Sun 6p News .....S	03	750	30 Comme	Nbr of Spots	1	1	750
Weekly Totals: Total Spots(Ord Spots)					78	40	118	

**American Rambler Productions**  
138 Conant Street  
Beverly MA 01915

**Mitt Romney/ R/ President/ US**  
Submission Number 815 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Mitt Romney/ R/ President/ US	<b>Submission Cost:</b> 157350	<b>Campaign Ref:</b> E:063922860
<b>Buyer:</b> US	<b>Client/Product/Estimate:</b> . / /61	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06392286
<b>Est./PO Number:</b> 06392286	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
40	News .....S	01	5000	30 Comme	Nbr of Spots	1	1	5000
41	M-Su Late News Late Run .....S	03	1250	30 Comme	Nbr of Spots	1	1	1250
<b>Weekly Totals: Total Spots(Ord Spots)</b>					78	40	118	

Grand Totals

		Month 10 Weeks: 4 10/22	Month 11 Weeks: 4 10/29
Spots	Totals	78	40
Cost		109930	47420

**Grand Totals:**

<b>Spots:</b>	<b>118</b>
<b>Gross Total:</b>	<b>157,350.00</b>
<b>Commission:</b>	<b>23,602.50</b>
<b>Net Total:</b>	<b>133,747.50</b>



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

134029  
American Rambler Productions  
138 Conant Street  
BEVERLY MA 01915

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Mitt Romney/ R/ President/ U  
PROD: Romney For President

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:063922860  
WFLA  
INVOICE NUMBER 0100033186  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/22/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /61  
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 6a News	1450.00	2 6	10/24	WE	06:29A	30	2012MRFP145	1450.00	
			10/24	WE	06:53A	30	2012MRFP149	1450.00	
			10/25	TH	06:27A	30	2012MRFP145	1450.00	
			10/25	TH	06:57A	30	2012MRFP149	1450.00	
			10/26	FR	06:23A	30	2012MRFP149	1450.00	
			10/26	FR	06:53A	30	2012MRFP145	1450.00	
M-F 7a Today Show	900.00	4 6	10/24	WE	08:29A	30	2012MRFP145	900.00	
			10/24	WE	08:58A	30	2012MRFP149	900.00	
			10/25	TH	07:29A	30	2012MRFP145	900.00	
			10/25	TH	07:58A	30	2012MRFP149	900.00	
			10/26	FR	07:24A	30	2012MRFP149	900.00	
			10/26	FR	08:50A	30	2012MRFP145	900.00	
M-F 9a Today Show II	1040.00	6 6	10/24	WE	09:26A	30	2012MRFP145	1040.00	
			10/24	WE	09:50A	30	2012MRFP149	1040.00	
			10/25	TH	09:27A	30	2012MRFP145	1040.00	
			10/25	TH	09:57A	30	2012MRFP149	1040.00	
			10/26	FR	09:26A	30	2012MRFP149	1040.00	
			10/26	FR	09:29A	30	2012MRFP145	1040.00	
M-F 12p Today Show III	380.00	8 3	10/24	WE	12:26P	30	2012MRFP145	380.00	
			10/25	TH	12:28P	30	2012MRFP145	380.00	
			10/26	FR	12:51P	30	2012MRFP149	380.00	
M-F 1p Days Of Our Lives	400.00	10 3	10/24	WE	01:28P	30	2012MRFP149	400.00	
			10/25	TH	01:59P	30	2012MRFP149	400.00	

\*\*\* Continued \*\*\*

PERIOD COST	109,930.00	78 Total Units							
		ACTUAL GROSS BILLING	109,930.00			SUB-TOTALS	Debits	.00	
		AGENCY COMMISSION	16,489.50			TOTAL RECONCILING	Credits	.00	
		NET DUE	93,440.50					.00	

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Mitt Romney/ R/ President/ U  
PRODUCT Romney For President

INVOICE NUMBER 0100033186  
BROADCAST MONTH 10/01/2012 - 10/28  
AMOUNT DUE 93,440.50

REMIT TO:

\*00158

000134029  
American Rambler Productions  
138 Conant Street  
BEVERLY MA 01915

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

134029  
American Rambler Productions  
138 Conant Street  
BEVERLY MA 01915

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Mitt Romney/ R/ President/ U  
PROD: Romney For President

2012  
INVOICE DATE 10/28/12 E:063922860  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033186  
PAGE 2  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/22/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /61  
Desc: Campaign Option Number 1, Booking1

SCHEDULE		PRICE		RT/SS#	PER	DATE		DAY	TIME	ACTUAL BROADCAST		LENGTH	M/G FOR	PRODUCT DESCRIPTION	PRICE	RECONCILIATION	
DESCRIPTION										LENGTH	M/G FOR					REMARKS	DEBIT/CREDIT
M-F 2p Rachael Ray	250.00	12	3			10/26	FR		12:59P	30	2012MRFP145			2012MRFP145	400.00		
									*WFLA					:30 Commercial			
						10/24	WE		02:49P	30	2012MRFP145			2012MRFP145	250.00		
						10/25	TH		02:40P	30	2012MRFP145			2012MRFP145	250.00		
						10/26	FR		02:28P	30	2012MRFP149			2012MRFP149	250.00		
M-F 3p Doctors	450.00	14	3						*WFLA					:30 Commercial			
						10/24	WE		03:33P	30	2012MRFP149			2012MRFP149	450.00		
						10/25	TH		03:59P	30	2012MRFP149			2012MRFP149	450.00		
						10/26	FR		03:33P	30	2012MRFP145			2012MRFP145	450.00		
M-F 5p News	900.00	16	3						*WFLA					:30 Commercial			
						10/24	WE		05:28P	30	2012MRFP145			2012MRFP145	900.00		
						10/25	TH		05:12P	30	2012MRFP145			2012MRFP145	900.00		
						10/26	FR		05:24P	30	2012MRFP149			2012MRFP149	900.00		
M-F 530p News	900.00	18	3						*WFLA					:30 Commercial			
						10/24	WE		05:46P	30	2012MRFP149			2012MRFP149	900.00		
						10/25	TH		05:52P	30	2012MRFP149			2012MRFP149	900.00		
						10/26	FR		05:53P	30	2012MRFP145			2012MRFP145	900.00		
M-F 6p News	2250.00	20	6						*WFLA					:30 Commercial			
						10/24	WE		06:11P	30	2012MRFP145			2012MRFP145	2250.00		
						10/24	WE		06:14P	30	2012MRFP149			2012MRFP149	2250.00		
						10/25	TH		06:14P	30	2012MRFP145			2012MRFP145	2250.00		
						10/25	TH		06:28P	30	2012MRFP149			2012MRFP149	2250.00		
						10/26	FR		06:08P	30	2012MRFP149			2012MRFP149	2250.00		
						10/26	FR		06:13P	30	2012MRFP145			2012MRFP145	2250.00		
M-F 7p News	2000.00	22	6						*WFLA					:30 Commercial			
						10/24	WE		07:14P	30	2012MRFP145			2012MRFP145	2000.00		
						10/24	WE		07:25P	30	2012MRFP149			2012MRFP149	2000.00		
						10/25	TH		07:09P	30	2012MRFP145			2012MRFP145	2000.00		
						10/25	TH		07:25P	30	2012MRFP149			2012MRFP149	2000.00		
						10/26	FR		07:11P	30	2012MRFP149			2012MRFP149	2000.00		
						10/26	FR		07:13P	30	2012MRFP145			2012MRFP145	2000.00		
M-F 730p Entertainment Tonight	2000.00	24	3						*WFLA					:30 Commercial			
						10/24	WE		07:46P	30	2012MRFP145			2012MRFP145	2000.00		
						10/25	TH		07:56P	30	2012MRFP145			2012MRFP145	2000.00		
						10/26	FR		07:44P	30	2012MRFP149			2012MRFP149	2000.00		
M-Su 11p News	1250.00	26	6						*WFLA					:30 Commercial			
						10/24	WE		11:25P	30	2012MRFP149			2012MRFP149	1250.00		
						10/24	WE		11:30P	30	2012MRFP145			2012MRFP145	1250.00		
						10/25	TH		11:22P	30	2012MRFP145			2012MRFP145	1250.00		
						10/25	TH		11:31P	30	2012MRFP149			2012MRFP149	1250.00		
						10/26	FR		11:13P	30	2012MRFP145			2012MRFP145	1250.00		
						10/26	FR		11:28P	30	2012MRFP149			2012MRFP149	1250.00		
M-F 1135p ET / 1035p CT Tonigh	650.00	28	3						*WFLA					:30 Commercial			
						10/24	WE		12:07A	30	2012MRFP149			2012MRFP149	650.00		
						10/25	TH		12:29A	30	2012MRFP145			2012MRFP145	650.00		
						10/26	FR		12:14A	30	2012MRFP145			2012MRFP145	650.00		
Thu 9-10p ET / 8-9p CT Office									*WFLA					:30 Commercial			
*** Continued ***																	

PERIOD COST		109,930.00	78 Total Units					
			ACTUAL GROSS BILLING		109,930.00		SUB-TOTALS	
			AGENCY COMMISSION		16,489.50		Credits	
			NET DUE		93,440.50		TOTAL RECONCILING	

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



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SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
Fri 10p ET / 9p CT Dateline NB	4800.00	29	1	10/25	TH	09:20P	30	2012MRFP149	4800.00
								:30 Commercial	
	7500.00	30	2	10/26	FR	10:11P	30	2012MRFP145	7500.00
				10/26	FR	10:30P	30	2012MRFP149	7500.00
Sat 7a Today Show								:30 Commercial	
	500.00	31	2	10/27	SA	07:24A	30	2012MRFP149	500.00
				10/27	SA	08:56A	30	2012MRFP145	500.00
Sat 9a News								:30 Commercial	
	300.00	32	2	10/27	SA	09:23A	30	2012MRFP149	300.00
				10/27	SA	09:58A	30	2012MRFP145	300.00
Sat 6p News								:30 Commercial	
	700.00	33	1	10/27	SA	06:00P	30	2012MRFP149	700.00
Sat 7p Entertainment Tonight								:30 Commercial	
	650.00	34	1	10/27	SA	07:18P	30	2012MRFP145	650.00
M-Su 11p News								:30 Commercial	
	1250.00	35	1	10/27	SA	11:19P	30	2012MRFP149	1250.00
Sun 8a Today Show								:30 Commercial	
	1100.00	36	2	10/28	SU	08:25A	30	2012MRFP148	1100.00
				10/28	SU	08:29A	30	2012MRFP155	1100.00
Sun 9a News								:30 Commercial	
	300.00	37	2	10/28	SU	09:29A	30	2012MRFP148	300.00
				10/28	SU	09:52A	30	2012MRFP155	300.00
Sun 10a Meet The Press								:30 Commercial	
	5000.00	38	1	10/28	SU	10:59A	30	2012MRFP148	5000.00
Sun 6p News								:30 Commercial	
	750.00	39	1	10/28	SU	06:29P	30	2012MRFP155	750.00
Sun 630p ET / 530p CT NBC Nigh								:30 Commercial	
	5000.00	40	1	10/28	SU	06:59P	30	2012MRFP148	5000.00
M-Su Late News Late Run								:30 Commercial	
	1250.00	41	1	10/28	SU	11:58P	30	2012MRFP155	1250.00
Total Airtime Gross Spot Revenue:									109,930.00

PERIOD COST	109,930.00	78 Total Units			
		ACTUAL GROSS BILLING	109,930.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	16,489.50		Credits .00
		NET DUE	93,440.50	TOTAL RECONCILING	.00

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